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**PROPOSALS ON TOURISM DEVELOPMENT STRATEGY IN THE REGIONAL  
CENTER IN THE PERIOD 2014-2020**

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**Abstract:** *If we currently share of tourism in GDP is low at both national and regional level (about 2-3%) in the medium term it can easily double, even without expansion of tourist reception. In the Central Region, the net use index of accommodation capacity decreased from almost 55% in 1990 to about 23% in 2010, which means that, on average, accommodation remains unoccupied nine months a year.*

**Key words:** *tourism, strategy, development,*

### **INTRODUCTION**

Tourism is one of the economic sectors that have experienced the most rapid expansion in recent decades. The economic benefits of tourism industry are manifold. The tourism industry generates a significant number of jobs and investment in this area has a relatively short payback period. Local economy as a whole benefits as a result of tourism development. Tourists create additional demand for services and consumer goods, thereby stimulating the economy tertiary sector (services, trade and craft industries). At the same time, rural tourism infrastructure tends to have a more developed urban infrastructure and services. Transport and real estate are two other important industries that have benefited by tourism development. Should be considered also indirect benefits obtained by increasing the visibility and interest areas that recorded a large influx of tourists.

With a very generous nature and cultural heritage of great value, the Central Region has a high tourism potential and diversified. Without attempting a clear separation between forms of tourism in the Central Region, consider their useful differentiated analysis. Since most research and studies to date has resulted conclude that forms of tourism with the highest growth potential are: mountain tourism, health tourism, cultural tourism and rural tourism.

### **MATERIAL AND METHOD**

Mountain tourism in the Central Region have exceptional natural conditions, nearly half of the region is occupied by mountainous areas. Landscape diversity, protected areas, with numerous endemic species of flora and fauna, spectacular road trails, ski resorts are in the Central Region first region of the country in terms of tourism potential mountain. In this regard, note that the Central Region includes significant part of the surface 60% of the 3.

28 national parks and natural Romania and contains numerous nature reserves and other protected areas. Cultural tourism has significant resources; with a lot of valuables that span the Region and several well-known architectural landmarks (all fortified churches, Bran Castle, Sighișoara, Sibiu, Brașov, Alba Iulia, etc.). Șumuleu Ciuc Girls Fair on Mount Găina). Relatively small range of cultural sights favors their integration into different thematic tours.

After 1990 entered a period of decline, tourism began to be reconsidered and revalued in recent years; it can become again the next time one of your favorite forms of tourism, including foreign markets. In this regard, remember that Romania has a third of Europe's mineral water springs, many of which are located in the Central Region. Emphasizing demographic aging will cause the number of tourists opting for this form of tourism to grow significantly. At the same time, diversification health tourism, recreation and development component of wellness and spa are able to bring new categories of tourists (young athletes, tourists looking, fun).

Rural tourism attracts mainly families with children seeking relaxation in a peaceful and healthy environment. Besides tourists from Romania, this form of tourism and foreign tourists are attracted interest in Romanian culture, which is a direct means of knowing the authentic traditional civilization. Rural tourism has seen a dramatic dynamic in the last 20 years, the number of tourism and agro-tourism in the Central Region exceeds 800, and the number of accommodation provided to nearly 13,000. Business tourism has developed mainly in big cities and in some resorts that offer a high comfort accommodation and have the necessary technical facilities.

## RESULTS AND DISCUSSIONS

*Natural tourism assets.* Central Region territory includes all or part 6 national parks and nature parks: National Park Bicăz-Hasmas National Park Caliman, Mures Upper Gorge Nature Park, Nature Park Bucegi National Park, Apuseni Natural Park. Numerous other protected areas of various types of geological and paleontological, speleological, botanical, landscape or mixed reserves included in IUCN categories IV and III are found in all 6 counties of the Central Region. There are few natural monuments are distinguished by their uniqueness (Scărișoara Glacier - the largest ice cave in Romania, Saint Anne lake - only volcanic lake in Eastern Europe formed in a volcanic crater, Red Lake, unique through their genesis, Iezerul Ighiel - most lying on karst in Romania, etc.).

Central Region is the highest density of spas in Romania. Therapeutic properties of mineral waters, lakes rich in minerals, the former saline lakes, mofettes, mud, peat, strong air (rich in resinous aerosols and negative ions), is the largest natural healing factors. Special properties and therapeutic value of the springs have been noted since the Middle Ages and the early nineteenth century have made the first scientific studies and observations on them and began construction of the first establishments for treatment. The most important spas in the region are those of Sovata Covasna Tusnad, tracks, Balványos, Malnas, Vâlcele, mine, Borsec Homoródfürdő, Harghita Bai, Izvoru Mures, Red Lake, Ocna Sibiu, Bazna. You treat many diseases such as cardiovascular diseases, musculoskeletal diseases, digestive, respiratory and kidney, endocrine, skin diseases, gynecological diseases, nutrition.

Treatment infrastructure is outdated and degraded in many cases, and in some old state treatment centers are not in working order, reason number of tourists is decreasing. Therefore are necessary interventions to rehabilitate and modernize infrastructure resorts and diversification towards developing health tourism and leisure component of wellness and spa. Comprising a mountainous area so extensive, Central Region attracts many lovers of winter sports resorts are winter of tradition “: Portland, tracks, Păltiniș Balea Harghita Bai, Izvoru Mures, Arieseni be newer ski areas : Rasnov, Bran Sovata Toplița Borsec Madaras, Bucin, Sacele Ciumani, Meadows persecution mouth.

In some of these countries have recently made investments in the development of sports and recreational infrastructure (tracks, tourist transport, etc.) Results were not left waiting. In the coming period requires further support investments aimed at expanding and upgrading facilities for practicing various sports in all resorts of the Central Region.

*Sightseeing anthropogenic.* Numerous localities in the Central Region have a cultural and historical heritage of national and European importance. In addition to the 6 county seats (Brasov, Sibiu, Târgu Mures, Alba Iulia, St. George, Ciuc) having a complex cultural heritage in our region are a significant number of other cities with major tourist cultural importance. Of greatest importance are cultural objectives in UNESCO World Heritage, Central Region hosting nine of them. Sighișoara is one of the few inhabited cities in Southeast Europe and the only one of its kind in Romania. Founded by Saxon settlers in Transylvania place over 800 years ago, the city was built in the early thirteenth century and was later rebuilt and extended. Sighișoara Citadel is considered a shining example of

preservation of cultural heritage in a Transylvanian Saxons cultural interference between Central and Orthodox Christian area.

Fortified churches included in UNESCO. Fortified churches are part of the German heritage of Transylvania. Located 850 years ago, Saxon population had a significant contribution to economic and social development of Transylvania. Of the approximately 150 fortified churches in Transylvania, UNESCO has chosen and included in the world heritage seven churches, all located in the Central Region (Biertan, Vine Valley, Prejmer, Viscri Saschiz Călnic, Dârju), considered by experts to be the most beautiful and representative. Dacian fortress of Căpâlna is included on UNESCO heritage site, along with other 5 Dacian fortresses of Orăștie.

*Cultural Heritage.* Centre Region is very rich, including many feudal castles, ancient remains, castles, palaces, churches, monasteries spread over a wide geographical area. Tourist potential of these goals is illustrated by the success of Bran Castle became one of the most famous symbols of Romania, gained international fame through its association with the mythical character Dracula.

At present, the physical condition of many of the attractions is inappropriate, sightseeing signaling is weak and tourist information centers and points are insufficient. To give a real boost cultural tourism development in the region are required concerted conservation, restoration and enhancement of buildings of architectural and historical value. It also requires support activities promoting cultural objectives of a certain value in the Central Region.

If in the past managed to preserve unaltered traditions of many people in rural areas are currently under pressure changes and influences inherent in modern society there are traditions for centuries is endangered. Therefore, with heritage conservation and restoration material is needed to support conservation and promotion of intangible cultural heritage tourism in rural areas of the Centre Region. Expansion and modernization of tourism infrastructure in order to improve and diversify tourism services

Material basis of tourism in the Central Region comprised in 2010, 1188 establishments, including 172 hotels, 16 hostels, 28 motels, 47 chalets, 77 villas, 320 and 487 guesthouses rural locations, the rest being other tourist facilities. Density housing units, 100 square kilometers, is in the Central Region of 3.55, compared to 1.97 nationally. Within the region, the value of this indicator varies between 0.74 and 8.78 unități/100kmp in Alba County unități/100kmp in Brașov. Central Region has 36% of Romania's agro pensions, 31.8% of tourist pensions and 35.1% of the chalets. Brașov County are two of the four holiday villages Romanian tourism available.

Accommodation capacity existing at 31 July 2010 was 42,029 jobs (13.5% of the accommodation capacity at national level), while accommodation capacity in operation was 11418600 places-days, which gives the Centre Region second position nationally.

## CONCLUSIONS

In recent years there has been considerable investment in the expansion and upgrading of tourist accommodation in the Central Region. However, it should be noted that the tourism in the region is partly obsolete and no upgrades affect the quality of services offered to tourists. It also notes the uneven distribution of tourist accommodation units, the highest concentration recorded in Brașov (474 units or 39.9% of the total area of tourism facilities), opposite hovering Alba with only 67 units (5.6% of total). In the next period is necessary to continue supporting investments to modernize outdated tourist reception structures to ensure a comfortable fit and construction of new units in tourist areas that currently have insufficient accommodation capacity. Targeted upgrades may include the actual accommodation and other facilities that provide the tourists.

The total number of tourists accommodated in 2010 (1,118,800, representing 18.5% of all tourists staying in Romania), the Central Region ranks first nationally. In the same year, the number of overnight stays in the region was 2.696.700, representing 16,9% of total overnight stays at national level. Most tourists who visit the Central Region are Romanian, though not negligible proportion of foreigners (20%). Most foreign tourists from countries geographically close, traditional providers of tourists (Hungary, and especially Austria, Poland, Czech Republic, Slovakia), but there is a considerable number of tourists coming from more distant countries (countries of western Europe Israel, U.S.). Potential increase in the number of foreign tourists is high, particularly cultural tourism segment. With significant potential, health and wellness tourism is another area of interest for the foreign market, which is currently operated only in a small degree.

Along with the actual tourist motivations there are some elements that support concurs tourist motivation and destination choice of tourists. We refer here to the promotion and tourist information, tourist accommodation facilities and services, infrastructure and access to tourist areas and cultural events presenting tourist.

Based on the increasing role it plays in today's information and communication in various fields, but especially in tourism, to step up support for the promotion of tourism in the Centre Region.

This support can cover a variety of measures, from print advertising materials (guides, leaflets, brochures) to promote the electronic media (TV productions, websites dedicated etc) and arranging tourist information centers or points actions designed to better signal sightseeing. Support for promoting tourism in Central Region will also include support participation in domestic and international tourism fairs to regional and local actors involved in this field.

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